

When is Your Birthday?

The birthday of the business of D. E. Black & Co. is in October. This firm started as a small watch repair shop in October, 1906. Office boy, watchmaker, salesman and proprietor all in one. Thirteen years have brought us to our present extensive business, the largest between Winnipeg and the Coast.

We believe in the custom of giving birthday gifts, not altogether because we sell the most suitable gifts, as we also like to give them. We are therefore going to give an Oval Ring to every lady, and an Oval Scout Pin to every man who is fortunate enough to have the same birthday as we have. All you have to do is fill in the attached coupon with name, address and day of the month, and mail it to us before the 31st. Your birthday must be in October, and if it is on the exact day, we cannot business, you will get an Oval Ring or Pin by return mail, at no further cost to you.

This is your opportunity to get your Birthdays at a cost of a 3c stamp.

D. E. Black & Co., Ltd.

JEWELERS

Herald Building

Calgary

Cut this out and fill in your name and address plainly, and the day in October you were born (not this year).

I was born October

Name

Address

Place in envelope and mail to above address.



Why this Thushness?

The old-time Calgary firm of Riley & McComack are moving their main store further down town into good company, their new premises to be almost directly in front of the windows of the Eye Opener office, in what used to be the premises of the Dominion Hotel Market, on Eighth Avenue, a door or two west of the Union Bank. Now to you know where it is! On the ground floor will be the store itself, exhibiting trunks, bags and leather goods, on the second floor, harness and saddlery above room, on top floor, most of the manufacturing will be done. This firm is at all times, well enough known throughout the section of Alberta to make it immaterial where their store-and-factory is located, but with it in good business to have one's location in the midst of the city and through the town to and fro. They already have a branch store and few doors from Pan-Canada Theatre.

A man always shies the door when about to be told a secret, but a woman opens it to see whether any one outside is listening.

The way to handle the credit system is this. Make credit a weak ally and have employees pay their employees every Saturday. This would simplify matters and help protect merchants from debt.

Applaud for position—"I have been a letter of recommendation from my pastor. Head of firm—"That's very good, as far as it goes, but we don't need your services on Sunday. Have you any references from anybody who knows you the other six days of the week?"

Well, the Calgary, joining the Border Government, and now everything is being. Other men who have been. Now that they have it, they are quite happy.

Calgary Artificial Limb Factory

Manufacturers and Repairers of Artificial Limbs to the Dominion Government and Railways
First Street East
CALGARY
PHONE M3990
501A-505

CARLYLE'S PASTEURIZED MILK

is sold in all parts of the city.

A Phone call to

M4686

with bring one of our wagons to your door.

Carlyle Dairy Co.

Until You Hear of Something Safer and Better

You should place your savings where they will earn good interest. If your savings are deposited in the Treasury of the Province of Alberta, you will obtain 5% for every day they are on deposit, and you will not have to give notice of withdrawal. Here you have ABSOLUTE SECURITY combined with a high interest return.

For further particulars, write or apply to—

W. V. NEWSON,

Deputy Provincial Treasurer,
Edmonton, Alta.

Hallowe'en

CARDS, SEALS & DECORATIONS

LINTON BROS.

120-122 EIGHTH AVENUE EAST
CALGARY M6443 ALTA.

Join The Navy

Canada's Coast Must Be Protected
Men Urgently Needed

Pay, \$1.05 per day and upwards
Experience quite unnecessary, but men with sea service especially wanted. Age 18 to 42 years.

Royal Naval Canadian V. Reserve,
209 Eighth Ave. West, Calgary

Webber's Garage

CENTRAL BUSINESS SCHOOL

Hallshead - 226 8th Avenue W.

Business men have difficulty in securing complete stenographers. Our Theory and Dictation Classes provide the careful training necessary for results.

Everything for the Motorist

Ford Specialists

Used Cars for Sale

120 FIFTH AVENUE W.

Storage Facilities for Transients

Good Beer Is Good Food!

Primarily, one drinks to quench the thirst.

There is nothing the matter with absolutely pure water as a thirst quencher.

However, man likes something a little snappier and livelier than water—something with more character to it. Hence he invented beer—just as good a thirst-quencher and more enjoyable.

Best of all, beer is decidedly beneficial, when used in moderation, as all good things should be. There is the essence of barley malt in it. That makes it a food. The hops are a fine tonic. Aside from these ingredients and a trace of alcohol, developed in brewing, it is mainly pure water.

SILVER SPRAY Beer

Is one of the best brands on the market. The high quality of its ingredients, the care and skill used in brewing, and the thoroughness with which it is aged make it so.

SILVER SPRAY BEER

THE HEALTH DRINK

Complies with Government Regulations

The MOUNTAIN SPRING BREWING CO., LIMITED, CALG. ART. CAN.

For The Lady's Dressing Table

It is said a woman's character is indicated by her dressing table. It is not exact a mirror dressed dressing table "maker" a room.

Our famous Silver and Ivory Toilet Goods are the finest procurable. They come in complete sets, or you may select one piece at a time.

H.R. CHAVNCEY, Ltd.

JEWELERS 116 & 8th Ave. E.

MARRIAGE LICENSES

LOTT & CO. Ltd.

Ground Floor Dominion Bank Building

CHINOOK COAL FROM LEITHBRIDGE

"The Fuel Without a Fault!"

James T. Harrison, of High River, was married in Toronto last week to Miss Adelaide Legge, daughter of the late...



rather good clear called the Grumder. A domestic girl, we believe.

Further on we run across this "When and by whom was the Treaty of Ryegate signed? What brought it about? What countries were then at war? State four important clauses of the treaty."

It may be a confession of ignorance, but I never heard of the Treaty of Ryegate.

It is to be hoped that Professor Shortt's political-economic on the civil service commission will have more mercy on the poor devil who comes up for examination for these things.

Job. Whatever happens, we would recommend all future applicants to read up on hygiene, election law and political economy. A study of the life of Clifford Wilson might help some.

So far as concerns the samples of questions we have been cited, it is a pity that the single member of the Dominion cabinet could sneer thus correctly. If the editor of the paper cannot answer him, we are damned sure they can't.

One of the pleasures of living in this age is to watch the things being done that a little while ago most people could not have dreamed of.

The future is what the past might have been, but wasn't.

The war has strained the quality of money and of veracity as well. It is a sorry reported affair.

Solution to cryptogram: SLURD-CAMERON.

MacLeod Bros. GREAT SALE OF

Men's and Boy's Wear

WITH HUNDREDS OF THOUSANDS OF DOLLARS WORTH OF MEN'S WEAR BOUGHT TWO AND THREE YEARS AGO. AND SELLING MOST OF THESE LINES AT THE SAME PRICES WE BOUGHT TWO AND THREE YEARS AGO. HOW CAN OTHER FIRMS COMPETE?

Have still some left of Manufacturers' Seconds in

UNDERWEAR

A Special in

Men's heavy rib shirts and drawers. Worth today \$1.65. Our price 75c.

Men's all wool heavy rib, worth \$2.00. Our price \$1.25.

Men's all wool heavy rib, worth \$2.50. Our price \$1.50.

Men's all wool extra heavy rib, worth \$3.00. Our price \$1.75.

Men's all wool extra heavy rib, worth \$3.50. Our price \$2.00.

Men's all wool extra heavy rib, worth \$4.00. Our price \$2.25.

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Men's all wool extra heavy rib, worth \$7.00. Our price \$3.75.

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